

METROPOLITAN NEWS SERVICE PROVIDES READERS HERE WITH THE BEST FEATURES AVAILABLE

Big Central Press Service Procured Despite Policy Of Great Organization Not To Cater To Smaller Cities In United States

Metropolitan news services furnished The Torrance Herald and the Lomita News with the most valuable features obtainable in the American newspaper market.

In making the change from a six-column to an eight-column paper, the publishers of The News and The Herald secured, after considerable effort, a contract with the Central Press association. This association is one of the largest and most reputable feature and illustration news services in the world. It was with difficulty that the publishers induced them to sell their service in this community. It is the Central Press policy to confine their service to cities of 10,000 and more.

Through personal acquaintance with the Central Press president,

Mr. V. V. McNitt, however, we were able to land this splendid service for our readers.

Comes Here Special.

A daily service, sent special delivery from Cleveland, Ohio, to our office includes the latest news pictures. It would have been possible for us to obtain news pictures from Los Angeles—AFTER THEY HAD BEEN PUBLISHED THERE. That was not the sort of service we wanted for our readers. We wanted no second-fiddle pictures and features.

The Central Press association service provides The Herald and The Lomita News with an up-to-the-minute sports talk, a breezily written series of notes on health.

The "Wife-Savers" feature is noted throughout the country as

the most valuable household help feature on the journalistic market. Since we started publication of this feature by Mrs. Morton, many women readers have started scrapbooks in which to paste the excellent recipes and household helps published in our editions.

Good Services.

The Central Press furnishes us with timely interviews on national and world questions by men of high prominence in world affairs. These are published on the editorial page each Tuesday and Friday under the heading, "Talks by Those Who Think."

The "Who's Who" feature sets forth in each issue the skeletonized life history of some prominent man or woman.

These two high class features, by themselves, are invaluable to the publisher who seeks to make each edition of his paper a well-rounded unit.

And lastly we secured the Billy Whiskers serial stories for the kiddies.

It is newspaper practice that every edition of the well-edited paper should contain something of especial interest to every member of a family.

To Interest All.

Our local news is varied, appealing to all readers. The sports articles are read by many male readers. The household help feature is of especial interest to housewives. So are our other features and news pictures.

But we were not holding to the rule of universal interest for the whole family—and we knew it.

So we started scouting about in the newspaper copy markets for an acceptable serial for the children.

We wanted to land the Billy Whiskers serial. But we had to wait until the current serial ended and a new one started. On the day that the new Billy Whiskers story was released for publication we published it in The Lomita News and The Torrance Herald.

A Year of Effort.

We naturally take pride in the features which we are now able to offer to our readers. We know that they constitute the best run of features available in any city of this size in the west.

It took us a year to get the ones we wanted—not because we were too particular, but because we wanted the newspapers which serve this community to present something better in each issue than is available in any other paper of equal size in this old golden state.

The only reward we want is to have you read these features. If you do that—as thousands of you are now doing—all the effort and pains we have exercised will have been well spent.

HOW'S YOUR HEALTH?

By Dr. W. F. Thompson

There's this to consider, When camping outdoors: The tent that is screened. The "skeeter" abhors.

An ounce of screen is worth a pound of quinine.

A fly in the kitchen Is costly to keep; Treatment's expensive, Prevention is cheap.

Prevention: That which we tramp over when looking for cures.

Better to tee up for a round of golf than to dig up for a round of medicine.

The board of health has a large collection of stones, thrown by people who live in glass houses.

He who toils with pen or engine, Selling goods or tilling land, Must indulge in recreation. If he'd stay old Nature's hand.

Just as a general proposition, the direct application of strong germicides to delicate tissues kills the tissues but not the germ.

Indiana doctor says that the medical profession is losing prestige because it leans too heavily on science and not enough on psychology. Oh, shucks! Now we've got to study the psychology of the bookworm, the mosquito, and the rat flea.

Walking, rowing, Swimming, golf— These will take your Surplus off.

The sick talk sickness, but the well won't talk health.

There's no use in trying to soft soap a case of hard arteries.

A few top minnows in your unscreened cistern will make fewer mosquitoes in your unscreened bedroom.

If you're big as a whale, With a big double chin, You simply can't eat And expect to grow thin.

A friend says his favorite perfume is "two swollen bags," but he owns two vacant lots and the grass on them is a foot high.

The trouble with clinics and wars is that the people who start the darn things don't have to dress the wounded.

Up in heaven, so they say, A second's reckoned as a day; But, thank the Lord, they never pay Eight per cent per annum.

"My last operation" is always a favorite topic for conversation, but "how I keep well" is seldom mentioned.

With a full understanding that infected mosquitoes carry malaria, that polluted water carries typhoid fever, and that flies carry everything, it is quite easy for one to spend the summer in the open without acquiring a doctor bill.

NOTICE OF SALE OF HOLDER OF LIEN FOR SERVICES RENDERED ON AUTOMOBILE

To Whom It May Concern: Notice is hereby given that on Saturday, July 5th, 1924, at 10 o'clock A. M. of said day, at the premises known as "Day & Night Garage," situate at 1606 Cabrillo St., in the city of Torrance, Los Angeles county, California, the undersigned will sell at public auction one Ford touring automobile, 1921 model, motor No. 473327, Ramon Ortiz and Francisco Ortiz being the registered owners and Ide & White being the legal owners. Said sale will be made under and by virtue of sections 3051 and 3052 of the Civil Code of California, and for the purpose of satisfying a lien of the undersigned on said auto in the sum of \$88.43, together with the costs of sale, said sum being for labor employed and materials furnished and safekeeping to the owner of said auto by the undersigned, a keeper of a garage and repair shop and storage department for autos, for its compensation for said labor and materials and storage on said auto.

Dated June 23, 1924.

DAY & NIGHT GARAGE,
a Corporation,
By L. A. WEITZEL,
Its President.

The Woman's Guild of the Episcopal church will have a food sale next Saturday at 10:30 a. m. at Penn & Tomkins' grocery. Plenty of good things to eat. Come early.

MRS. MORTON GIVES IDEAS FOR SPREADS ON THE 4TH

By Mrs. Mary Morton.

The entertainment for the "Glorious Fourth" is quite apt to be a family or neighborhood re-union with a picnic lunch in the piece of resistance. In this case sandwiches of various kinds occupy the center of the stage (or table), with potato salad, cake, fruit, pickles, etc., and, of course ice cream and watermelon.

Whether the table is spread out of doors or in the house it must, of course, have a patriotic aspect. Red, white and blue crepe paper can be used for this purpose, weighted down if used in the open so that an unruly wind will not work havoc with it.

The table as set in the illustration would be more appropriate for a house luncheon. White crepe paper is made into runners with ruffles of red, white and blue on the ends. The center piece is a large bouquet of red, white and blue ruffled paper with several tiny flags

stuck in the top. "Crackers" in the same colors are used as favors. They should contain colonial paper hats for the guests to wear.

Another suggestion for a small table is for the cloth to be white with a border or fringe with white stars and streamers of narrow red paper hanging down at intervals to form a fringe around the table. On this table a large imitation fire cracker makes the centerpiece. It is made of cardboard and covered with red paper, has a face cut on one side and wire arms and legs. The cracker sits on a mat of fluffy red, white and blue paper, and tiny crackers like the centerpiece are used at each place.

Where you are entertaining a crowd for a festivity of this kind a whole ham, boiled until tender and then baked with spices is a splendid foundation for a meal. Scrub it well and put it on in cold water to cover, with a teaspoon of baking soda in the water.

Let it come to a boil, then pour off the water, cover it with fresh cold water, skim when it comes to the boiling point and let it simmer gently until tender. Take it out, remove the rind, cover with a dressing of brown sugar and mustard, stick a few cloves in it and bake until brown. Syrup saved from pickled peaches or pears may be added either when it is boiling or baking and this add much to its flavor.

A GOOD REASON

Mrs. Boddington, who had been spending the day with Mrs. Coddington, was preparing to go home. Harriet, who had been very troublesome all day, begged the lady earnestly to stay to dinner.

"Why, dearie," said the woman, "I had no idea you were so fond of me!"

"It isn't that, Mrs. Coddington," said Harriet with appalling candor; "but mother says she is going to give me a good, sound switching as soon as you go home."

Use our Want Ads for results.



"Better Clothes for Boys"

Bud Says:

"When a fellow comes in at evening it doesn't make so much difference if he's all worn out, so long as his clothes are not."

Vacation Blouses
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FOR a very reasonable price you can supply your boy with enough blouses to keep him cool and neat all summer. Fast-colored blouses are made to wear long—values that save you money because you don't have to buy so often.

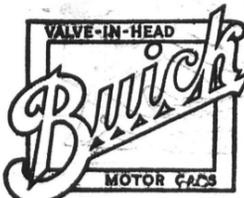
Our play and work garments for boys are sized from 1 to 16. They include Koveralls, Union-Aalls, Flapper Suits, Indian and Cowboy Suits and khaki goods.

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Buick Sales and Service
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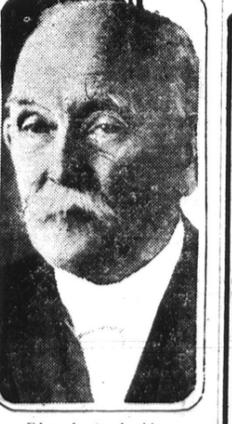
NOTICE OF DISSOLUTION OF PARTNERSHIP

Notice is hereby given that the California Oil Tool Co. of 1630 Date Street, Torrance, Cal., has dissolved partnership as and from the ninth day of June, 1924. Mr. John Sidebotham and Mr. Martin Schuerman, Partners, retiring from the firm. Mr. George B. M. Smith and Louis J. Smith will carry on the business as and from the above date under the same name and at the same address. All claims against the old firm must be made to this office on or before the 30th day of June, 1924.

CALIFORNIA OIL TOOL CO.
LOUIS J. SMITH,
G. B. M. SMITH,
Partners.

1630 Date Street, Torrance, Calif.
Witness:
John W. Curley.

NOTED ASTRONOMER, PENNILESS, LONELY, WANTS TO END ALL



Edgar Lucien Larkin.

He wants to die. Prof. Edgar Lucien Larkin, famed astronomer-director of Mt. Lowe Observatory in California for years; author of books on constellations which are known in 26 languages, is alone in Los Angeles and practically penniless, beseeching everyone for allowing him to continue in life when he says holds nothing for him. Prof. Larkin is 77.

Watch Our Want Ads Grow.

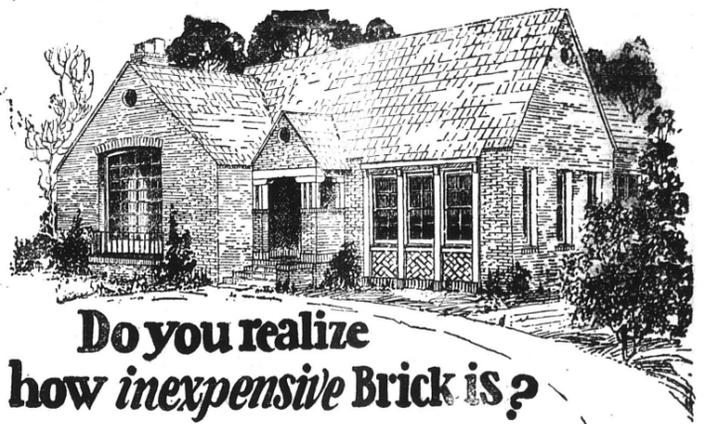


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Just ask for the Low Price on your size Silvertown Cord—and remember it's a Goodrich Product. . .

Fred Palmer Service Station

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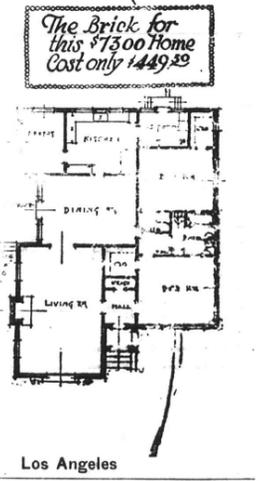
HERE is an every-day example of Brick economy. THINK OF IT—only \$449.50 for all the Brick required to build this attractive 6-room house, delivered on the lot ready to lay. Brick is NOT expensive—it is as economical for the modest bungalow as for the palatial mansion.

From the standpoint of beauty—of stability—as an investment—the brick house has no equal. The saving on painting, repairs, insurance and fuel makes brick still more the most economical building material known to man. And remember—the brick house always has a higher re-sale value because brick never grows old.

Get all the facts about Brick before you build. Write for "Distinctive Brick Houses"—a 60-page book containing photos and floor plans of more than 50 beautiful California Brick homes. Price, 50 cents postpaid. At very modest cost we can supply working drawings and specifications of any of the houses shown in this book.

Dept. U
California Common Brick Manufacturers Association

342 Douglas Bldg. Los Angeles



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AR...SWE DO IT

Making out the meat bill. Mr. Do it says we exert every effort to hold your bill down as low as we possibly can. We know the less we charge you the happier you'll be. And that means more business for us! And reduced expenses, so we can charge you less in turn.

"We do it—try us"

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THE girl who thrives in the great outdoors and who has no fear for rain or shine, often finds that unless she has the correct drug accessories and toilet articles, she will be severely handicapped.

If she trades at the Rexall Store she has the advantage of knowing just what she requires, and she knows that she will get it at the correct price.

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